



MEETING DATE: April 28, 2025

PRESENTED BY: Xavier Cervantes, Director of Planning

AGENDA ITEM: Public hearing and take action to consider a Conditional Use Permit for an Event Center – Charmed Event Venue, being Lot 19, Sparks & Townsend Plaza in a (C-3) General Business District, located at 2704 E. Griffin Parkway, Ste. A1
Applicant: Natalie Franco, Adoption of Ordinance # - _____ - Cervantes

NATURE OF REQUEST:

Project Timeline:

- March 24, 2025 – Application for a Conditional Use Permit (“CUP”) submitted to the City.
- March 28, 2025 – In accordance with State and local law, notice of the required public hearings mailed to all property owners within 200 feet of subject tract.
- April 16, 2025 - Public hearing and consideration of the requested Conditional Use Permit by the Planning and Zoning Commission (P&Z).
- April 28, 2025 – Public hearing and consideration of the requested conditional use permit by the City Council.

Summary:

- The site is located approximately 450 feet West of N. Taylor Road along the South side of E. Griffin Parkway (F.M. 495).
- Pursuant to Section 1.43 (3)(F) of the City of Mission Code of Ordinances, an Event Center requires the approval of a conditional use permit by the City Council.
- The applicant is leasing a suite for an Event Center that will be named “Charmed Event Venue”.
- Proposed activities: The venue features several types of events and private gatherings.
- The proposed hours of operation are as follows: Monday thru Sunday from 9:00am to 9:00pm.
- Staff will be 2 employees
- Parking: Due to the total of 54 proposed chairs, a total of 18 parking spaces are needed. There is a total of 103 parking spaces held in common for the plaza.
- The Planning Staff has not received any objections to the request from the surrounding property owners. Staff mailed out (62) legal notices to the surrounding property owners.
- In accordance with the zoning ordinance, the P&Z and City Council may impose requirements and conditions of approval as are needed to ensure that a use requested by a conditional use permit is compatible and complementary to adjacent properties.

STAFF RECOMMENDATION:

- Staff recommends Approval for 2 years subject to:
- Must comply with all City Codes (Building, Fire, Health, etc.),
- Hours of operation are Monday thru Sunday from 9:00am to 9:00pm
- Must comply with the noise ordinance
- Acquisition of a business license prior to occupancy,
- CUP not be transferable to others

Departmental Approval: N/A

Advisory Board Recommendation: Approval

City Manager's Recommendation: Approval *MRP*

RECORD OF VOTE: **APPROVED:** _____

DISAPPROVED: _____

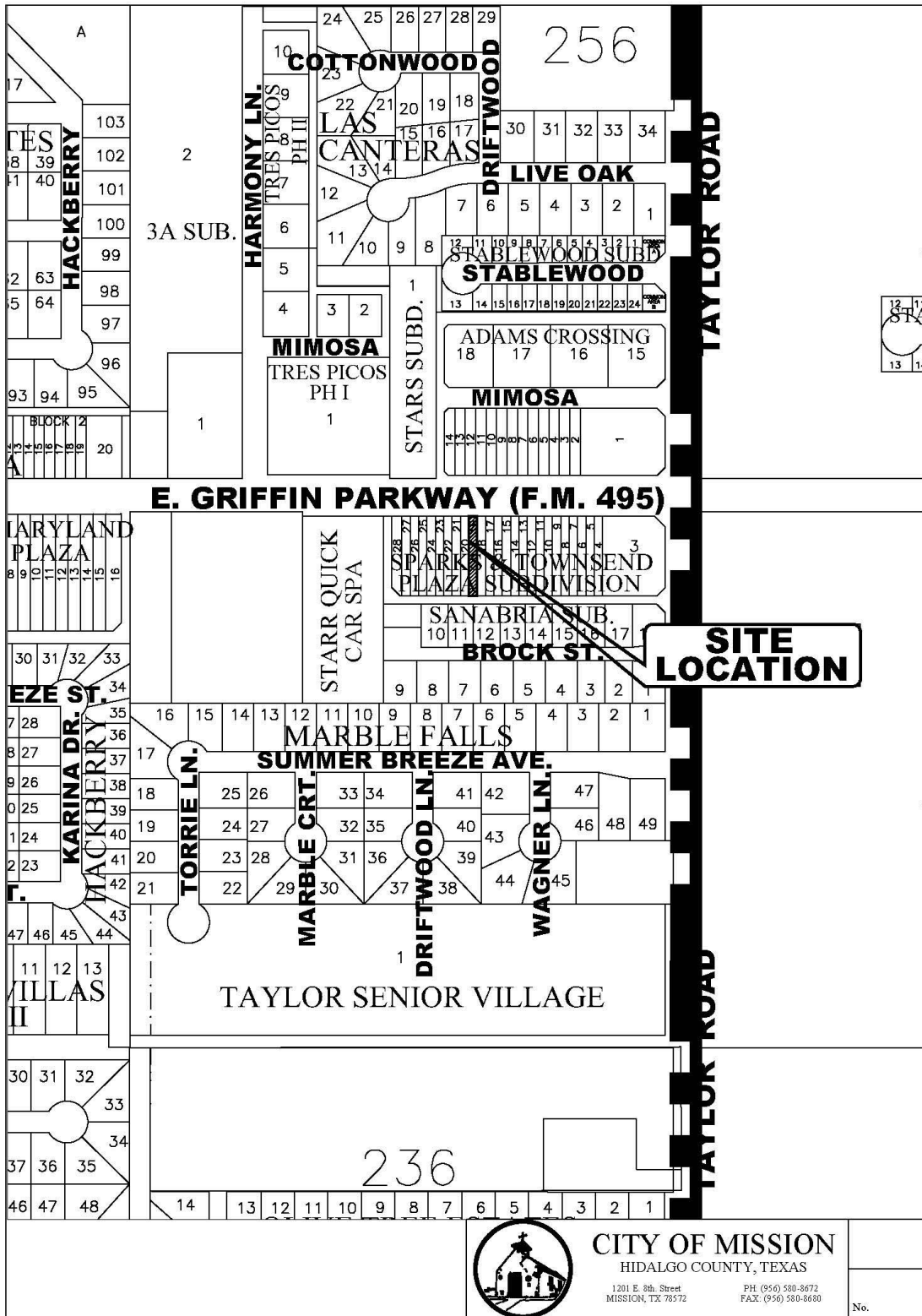
TABLED: _____

_____ AYES

_____ NAYS

_____ DISSENTING _____

VICINITY MAP



CITY OF MISSION
HIDALGO COUNTY, TEXAS

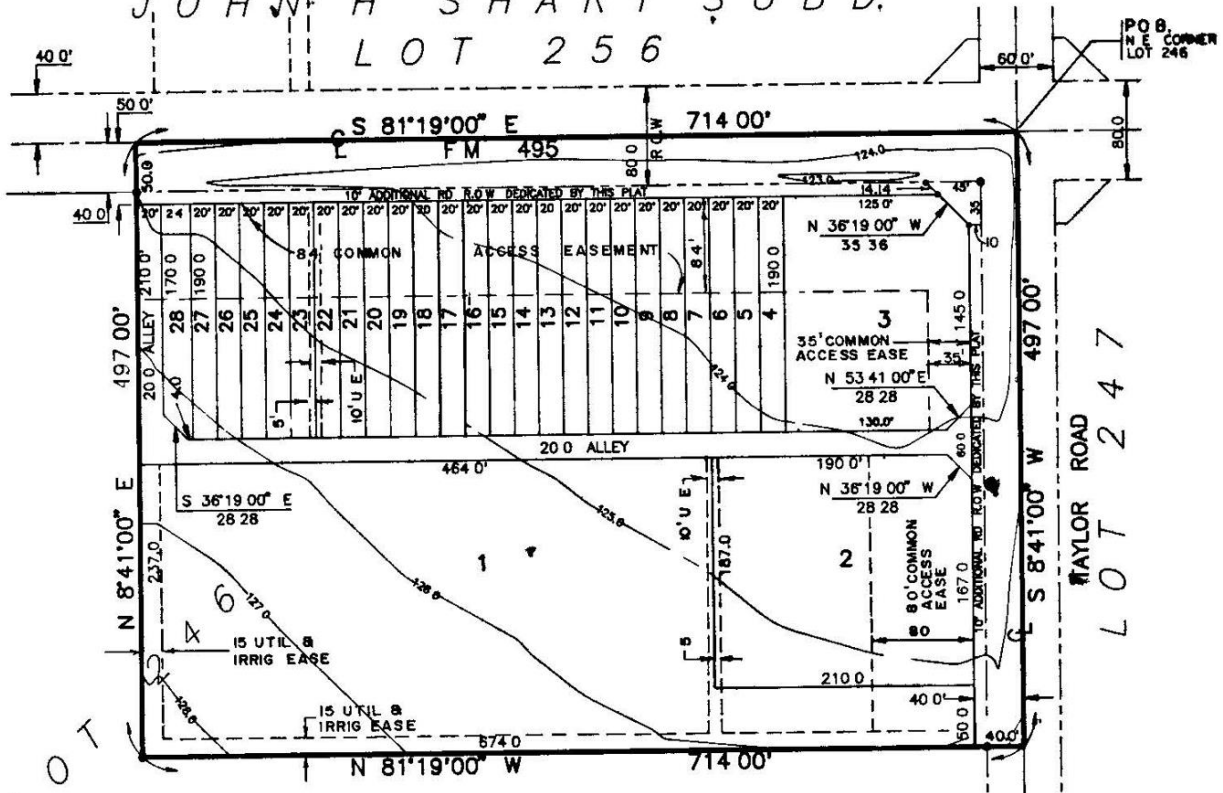
1201 E. 8th Street
MISSION, TX 78572

PH (956) 580-8672
FAX (956) 580-8680

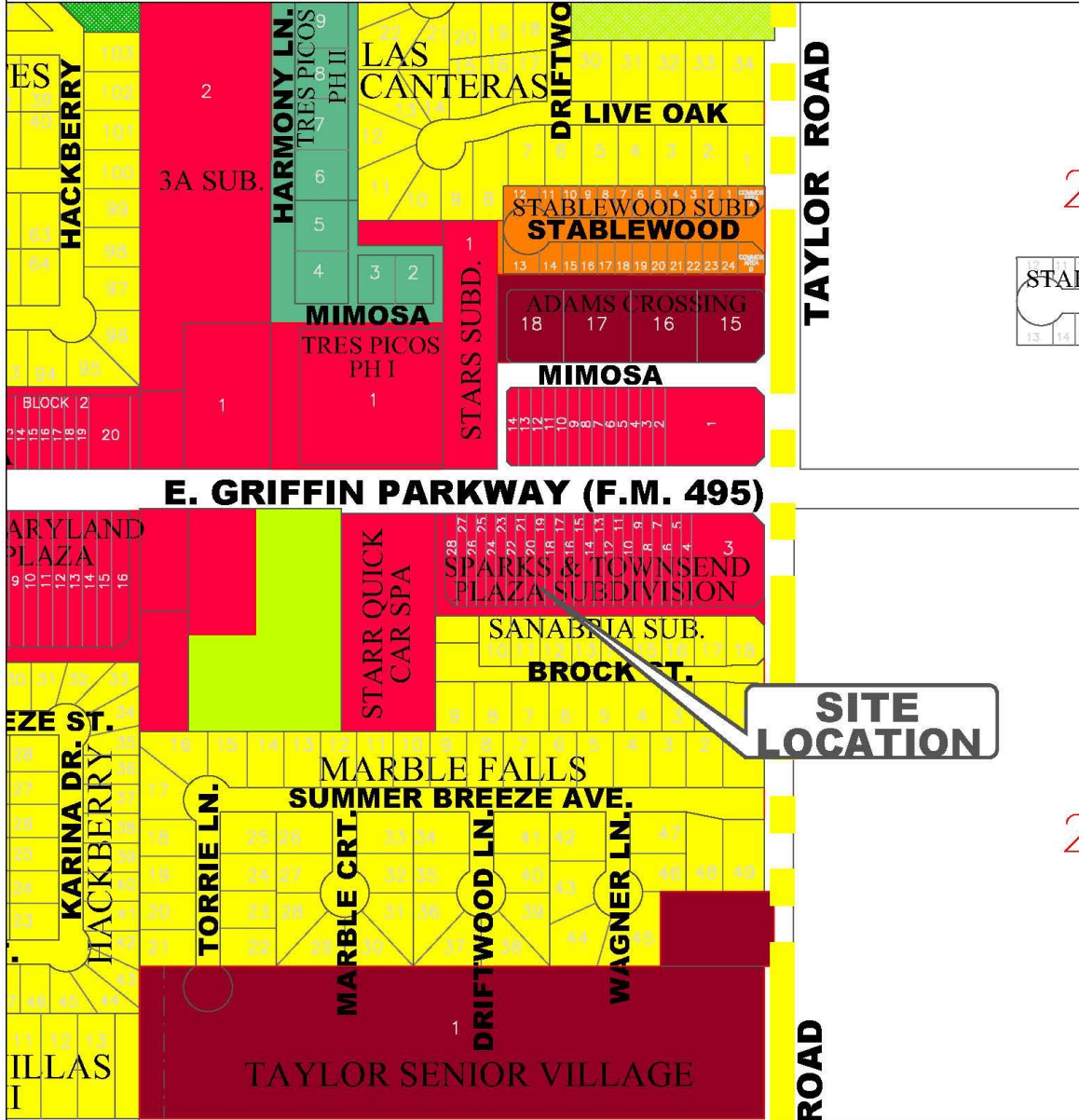
No.

PLAT OF LOT 19, SPARKS & TOWNSEND PLAZA

JOHN H SHARY SUBD.
LOT 256



ZONING MAP



ZONING LEGEND

	A0-I AGRICULTURAL OPEN INTERIM		R-3 MULTI-FAMILY RESIDENTIAL		C-4 HEAVY COMMERCIAL
	AO-P AGRICULTURAL OPEN PERMANENT		R-4 MOBILE & MODULAR HOME		C-5 ADAPTIVE COMMERCIAL
	R-1A LARGE LOT SINGLE FAMILY		R-5 HIGH DENSITY MFCTD HOUSING		I-1 LIGHT INDUSTRIAL
	R-1T TOWNHOUSE RESIDENTIAL		C-1 OFFICE BUILDING		I-2 HEAVY INDUSTRIAL
	R-1 SINGLE FAMILY RESIDENTIAL		C-2 NEIGHBORHOOD COMMERCIAL		PUD PLANNED UNIT DEVELOPMENT
	R-2 DUPLEX-FOURPLEX RESIDENTIAL		C-3 GENERAL BUSINESS		P PUBLIC



SCALE: 1"=300'

ATTACHEMENTS (PICTURES)



STAFF RECOMMENDATION

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PROP_ID	Property Owners	Delivery	addrCity	addrState	addrZip
514095	STARS RESTAURANTS LLC	2941 NW 156TH ST	EDMOND	OK	73013-2101
704384	MPJ GROUP LLC	400 W NOLANA AVE STE H2	MCALLEN	TX	78504-3997
534318	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534322	M & T BUSINESS VENTURES LLC	3017 YUMA AVE	MCALLEN	TX	78503-8055
534320	M & T BUSINESS VENTURES LLC	3017 YUMA AVE	MCALLEN	TX	78503-8055
534319	M & T BUSINESS VENTURES LLC	3017 YUMA AVE	MCALLEN	TX	78503-8055
534305	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534306	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534307	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534304	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534315	SPARKS KEVIN TRUSTEE	2417 E GRIFFIN PKWY	MISSION	TX	78572-3301
534310	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534313	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534314	SPARKS KEVIN TRUSTEE	2417 E GRIFFIN PKWY	MISSION	TX	78572-3301
534303	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534321	M & T BUSINESS VENTURES LLC	3017 YUMA AVE	MCALLEN	TX	78503-8055
534308	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534311	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534312	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534302	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534316	SPARKS KEVIN TRUSTEE	2417 E GRIFFIN PKWY	MISSION	TX	78572-3301
534317	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534309	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
815012	PRINCESS MILI INVESTMENTS LLC	3913 S J ST	MCALLEN	TX	78503-1465
20827116	TARPLEY ROBERT S II & PATRICIA	2800 BROCK ST	MISSION	TX	78572-3574
20827117	ALANIS BALDEMAR GONZALEZ & MARIA O ESTRADA	2704 BROCK ST	MISSION	TX	78572-2180
20827118	RAMIREZ CASEY ALI	3112 ELIMIRA AVE	MCALLEN	TX	78503-7719
20827119	RODRIGUEZ LUIS M & MAYRA O MARTINEZ	2700 BROCK ST	MISSION	TX	78572-2180
20827111	SANABRIA HOME OWNERS ASSOCIATION INC	2701 BROCK ST	MISSION	TX	78572
20827121	GUERRA JESUS ANTONIO JR & DANIELA GARCIA	4712 VERMONT AVE	MCALLEN	TX	78503-7318
20827122	GARCIA ANDRES OTONIEL & ALEXANDRA E FLORES GONZALEZ	2703 BROCK ST	MISSION	TX	78572-2173
20827123	DOS SANTOS CLAUDETE LUIZA MICHALSKI & ANTONIO R RODRIGUES DOS SANTOS	2705 BROCK ST	MISSION	TX	78572
20827124	SEPULVEDA BERNARDO S BENAVIDES & BENARDO J CANTU	2209 S 48TH ST	MCALLEN	TX	78503-8473
20827125	SEPULVEDA ANDRES S BENAVIDES &	2801 BROCK ST	MISSION	TX	78572
20827126	GARZA ELIUD & LAURA SEPULVEDA	2803 BROCK ST	MISSION	TX	78572-3561
20827129	SANABRIA HOME OWNERS ASSOCIATION INC	2701 BROCK ST	MISSION	TX	78572
620582	EVERGREEN EC PROPERTY MANAGEMENT LLC	1200 W VETERANS BLVD	PALMVIEW	TX	78572-7091
316984	PLAZA REALCO LLC	101 E CHEROKEE ST	JACKSONVILLE	TX	75766-4807
693046	REYNA MARIA A	2312 THORNTON ST	MISSION	TX	78574-2750

316980	JJAB FAMILY LIMITED PARTNERSHIP	PO BOX 279	MISSION	TX	78573-0005
693047	LOPEZ LUIS LAURO & MARIA INEZ	3200 TRUMAN ST	MISSION	TX	78573-3586
693048	MENDOZA JOSUE ADAM & ROSA MARIA	615 W 24TH PL	MISSION	TX	78574-3707
316901	ELIZONDO JESUS ELOY & THELMA	503 W GRIFFIN PKWY	MISSION	TX	78572-2208
691014	EL PATO PROPERTIES LP	1300 E TAMARACK AVE	MCALLEN	TX	78501-5627
620581	SECURCARE MOVE IT MCALLEN LLC	PO BOX 320099	ALEXANDRIA	VA	22320
693045	GARZA ADAN JR & CLARIBEL GARZA	2314 THORNTON	MISSION	TX	78574-2750
1242748	SECURCARE MOVE IT MCALLEN LLC	PO BOX 320099	ALEXANDRIA	VA	22320
790604	SOLIS PRISCILLA	611 ROSE MARIE ST	MISSION	TX	78574-2813
790605	GONZALEZ RENE & NORMA A TOVAR	609 ROSE MARIE ST	MISSION	TX	78574-2813
790606	RODRIGUEZ DANIEL	607 ROSE MARIE ST	MISSION	TX	78574-2813
790607	VASQUEZ HILDA ALEIDA	605 ROSE MARIE ST	MISSION	TX	78574-2813
790608	GARZA NATHAN D & NICOLE P RESENDEZ	603 ROSE MARIE ST	MISSION	TX	78574-2813
790609	GALAVIZ BALDEMAR JR & YAHAIRA M HERNANDEZ	601 ROSE MARIE ST	MISSION	TX	78574-2813
790610	RAMOS ALBERTO	602 ROSE MARIE AVE	MISSION	TX	78574-0065
790611	RODRIGUEZ JUAN L ZAMORA & CLEMENTE DIAZ MARQUEZ	604 ROSE MARIE AVE	MISSION	TX	78574-0065
790612	SALINAS MARIA DE JESUS	PO BOX 1611	LOS JOYA	TX	78560-1611
790613	GONZALEZ JUAN	416 GARDENIA ST	SULLIVAN CITY	TX	78595-2113
316902	J.S KAWAMOTO LLC	2602 N BRYAN RD	MISSION	TX	78574-3553
20816060	DG MISSION WF LLC	2611 HARRISON ST STE 900	WICHITA FALLS	TX	76308-1361
316985	ZVINGIT PROSPERITY LLC	4315 LABURNAM RD	RICHMOND	TX	77407-1011
581950	M & T BUSINESS VENTURES LLC	3017 YUMA AVE	MCALLEN	TX	78503-8055
581951	SPARKS KEVIN TRUSTEE	2417 E GRIFFIN PKWY	MISSION	TX	78572-3301

ORDINANCE NO. ____

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MISSION, TEXAS
GRANTING A CONDITIONAL USE PERMIT FOR AN EVENT CENTER – CHARMED
EVENT VENUE, BEING LOT 19, SPARKS & TOWNSEND SUBDIVISION, LOCATED AT
2704 E. GRIFFIN PARKWAY, STE. A1, APPLICANT: NATALIE FRANCO.**

WHEREAS, the City Council of the City of Mission finds that during consideration of the conditional use permit request of April 16, 2025, the Planning and Zoning Commission of the City of Mission upon duly recognized motion and second, voted to recommend to the City Council that the conditional use permit shown below be granted.

WHEREAS, The City Council of the City of Mission, held a public hearing at 4:30 p.m. Monday, April 28, 2025, in the Council Chambers of the City Hall to consider the following conditional use permit:

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MISSION, TEXAS, THAT THE FOLLOWING CONDITIONAL USE PERMIT BE GRANTED:

Legal Description	Type	Conditions of Approval
Being Lot 19, Sparks & Townsend Subdivision	Event Center – Charmed Event Venue	<ul style="list-style-type: none">• Staff recommends Approval for 2 years subject to:• Must comply with all City Codes (Building, Fire, Health, etc.),• Hours of operation are Monday thru Sunday from 9:00am to 9:00pm.,• Must comply with the noise ordinance,• Acquisition of a business license prior to occupancy, and CUP not be transferable to others

READ, CONSIDERED AND PASSED, this the 28th day of April, 2025.

Norie Gonzalez Garza, Mayor

ATTEST:

Anna Carrillo, City Secretary